

FIG. 1

09747160-032301

18

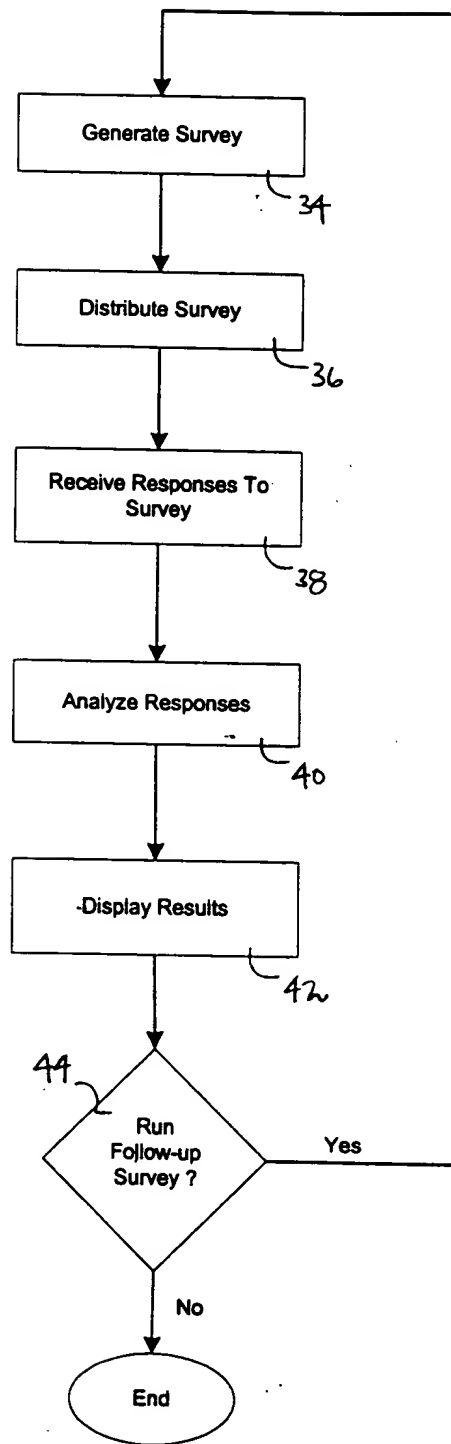


FIG. 2

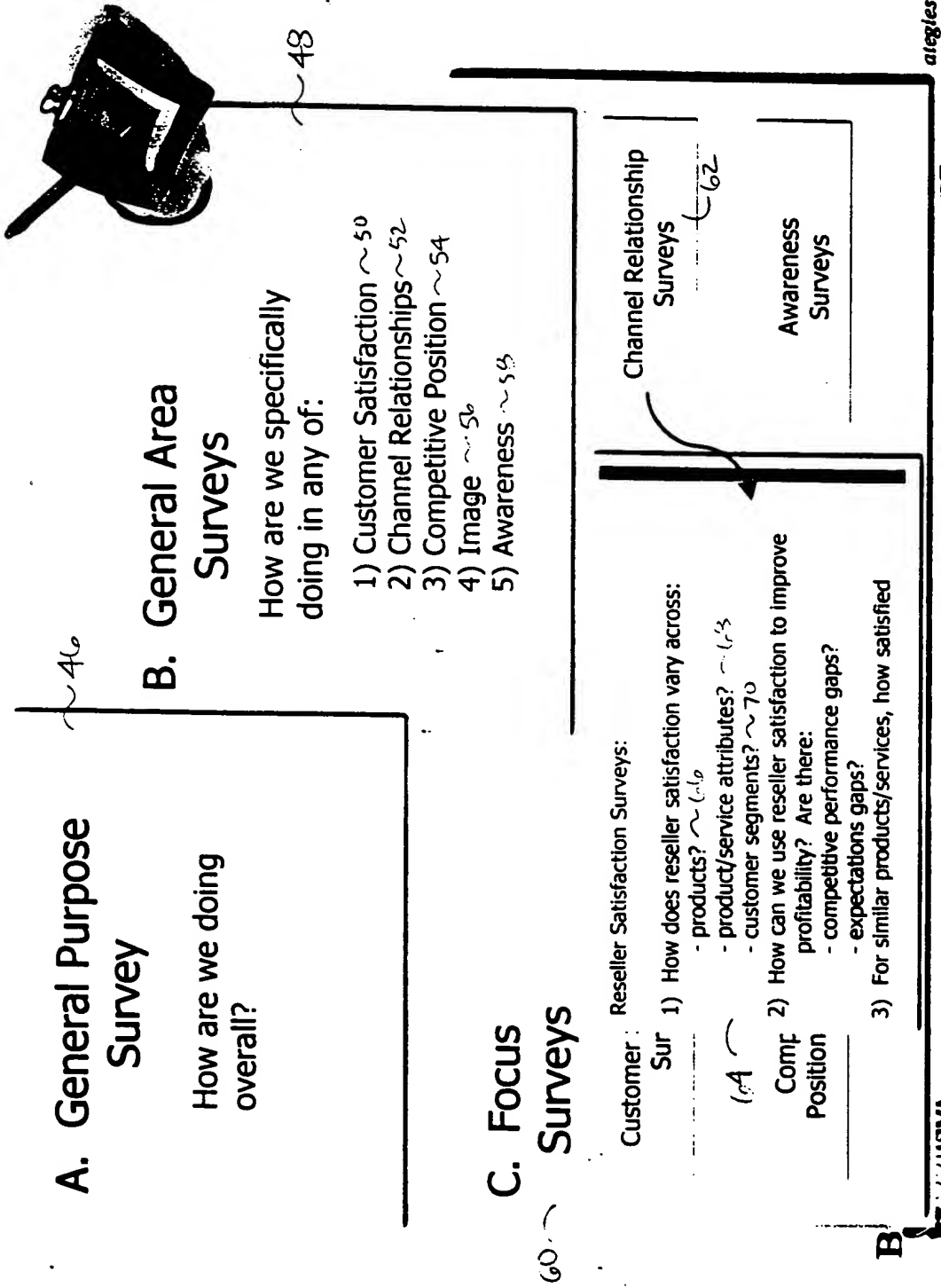


FIG. 3

72  
7

ACME

### Actions ~74

#### Manage Surveys

Select & Run ~80  
Survey ~82

Manage Existing Surveys

#### Perform Analysis

View ~84  
Report Card

View ~86  
Leverage Points

#### View Data

Create ~88  
Charts & Graphs

View Customer Segments ~90

Examine, modify, or re-use surveys you've previously created.

### Recent Surveys ~76

Name ~92

1) General Survey  
How are we doing overall?

2) Reseller Satisfaction  
How does it vary across product lines?

3) Situation Assessment  
Where does performance most need improvement?

~74

Date

10/1/00

~96

Status

75%

✓

85%

✓

94%

more...

### Indicators ~78

Reseller Satisfaction by Product  
9/1/00 - 10/1/00

Product 1 8.5 ↑ +5%

Product 2 6.5 ↓ -7%

Product 3 5.4 — +3%

Overall 7.5 ↑ +4%

~100

Satisfaction w/After-Sale Service  
9/1/00

ACME 3.5

Nortel 7.5

Lucent 5.4

more...

FIG. 4

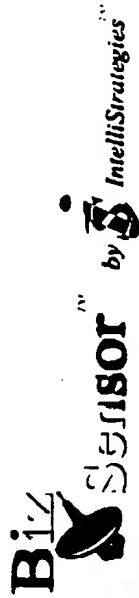
## Survey Selector

Name	Last Run	Status
A. General Purpose	10/1/00	75%
B. General Area Surveys:		
Channel Relationship		85%
Customer Satisfaction		10/12/00
Competitive Position		94%
Awareness		
Image		

**C. Go to Focus Survey Library**

**FIG. 5**

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Recommend Next Survey

## Survey Selector

	Name	Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys:		
	Channel Relationships	9/7/00	85%
	Customer Satisfaction	Never	Scheduled 10/12/00
	Competitive Position	9/1/00	94%
	Awareness	Never	—
	Image	Never	—

C. Go to Focus Survey Library

FIG. 6

114  
3



ACME

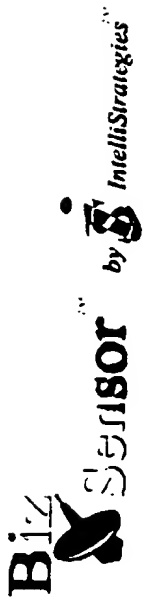
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## Surveys

	Question To Answer	Last Run
Channel Relationships	1) Overall, how satisfied are resellers?	116 9/1/00
Customer Satisfaction	2) How does reseller satisfaction vary across: - products? - product/service attributes? - customer segments?	Never
Competitive Position	3) For similar products/services, how satisfied are resellers with our products versus those of competitors?	Never
Awareness	4) How can we use reseller satisfaction to improve profitability? Are there: - expectations gaps? - competitive performance gaps? - areas of over and underperformance?	Never
Image		

FIG. 7

120  
2



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## General Purpose Survey

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### Actions

View Results   Preview Survey   Edit Survey

### Running the Survey

Run this survey:   Now  
Schedule

### Recent General Surveys

Date	Status	# Respondents
1) 10/1/00	75%	190
2) 9/1/00	Complete	275
3) 8/15/00	Complete	300

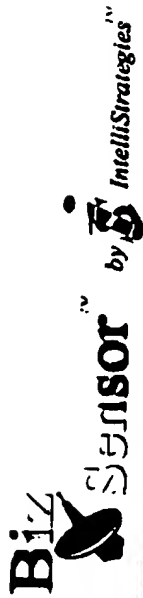
Deployment Options:   Channels   Locations   Audience

Automatically run this survey: ☒

1 Months

FIG. 8





120  
2

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## General Purpose Survey

### Actions

View Results   Preview Survey   Edit Survey

### Running the Survey

Run this survey:   **Now**   **Schedule**

### Recent General Surveys

Date	Status	# Respondents
1) 11/1/00	Scheduled	
2) 10/1/00	75%	190
3) 9/1/00	Complete	275

Click here for details about the 9/1 survey, including access to descriptive statistics.

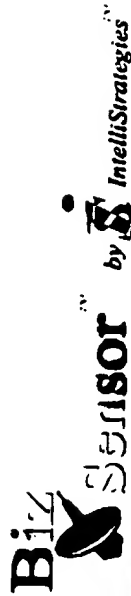
Deployment Options:   **Channels**   **Locations**   **Audience**

Automatically run this survey:   ☒

Every:   **1**   **Y**   **Months**   **Y**

FIG. 9

160  
2



# Survey Editor: Customer Satisfaction

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ACME

1) Do you currently own or use a laptop computer?

- (63) ☒ Yes, I own a laptop computer  
☒ Yes, I use a laptop computer that I don't own  
☒ No, I neither own nor use a laptop computer  
☒ No, I used to use a laptop computer but no longer do

2) How long have you owned or used any brand of laptop computer?

- ☒ Less than 1 year  
☒ 1-3 years  
☒ More than 3 years  
☒ Never owned or used

3) Please select all the brands of laptop computer you have ever owned or used. (Choose all that apply.)

- ☒ Dell  
☒ IBM  
☒ Compaq

Modify Selected Question

162 — Edit  
 164 — Delete  
 166 — Insert

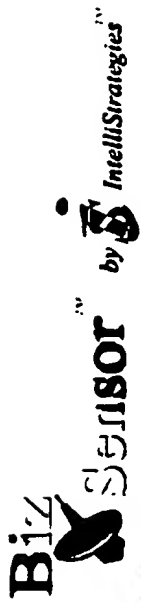


Actions

172 — Save  
 174 — Undo  
 176 — Redo  
 178 — Reset  
 180 — Done

FIG. 10

182  
2



# Report Card for ACME Widget

Period: 9/1/00 - 10/1/00

## Customer Satisfaction

Product	186	75%	↑	+4%
Loyalty	187	50%	—	+1.2%
Services	190	35%	—	-0.2%

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Recommend Next Survey

## Strategic Position - Ranking

As of: 10/1/00	Previously: 9/1/00
1) Company 1	1) Company 1
2) Company 2	2) Company 2
3) ACME	3) ACME
4) Company 3	4) Company 4
5) Company 4	5) Company 3

## Most Satisfied Resellers

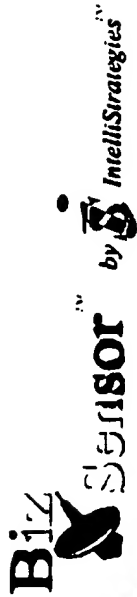
Reseller 1	210	8.5	↓	+1.2%
Reseller 2	212	8.3	↑	+4.0%
Reseller 3	216	8.1	↓	+1.2%
Reseller 4	214	7.5	↓	-3.0%

## Least Satisfied Resellers

Reseller 5	222	3.5	↓	-2.0%
Reseller 6	226	3.9	—	+1.2%
Reseller 7	226	4.2	↑	+3.0%
Reseller 8	228	4.5	↓	-0.2%

FIG. 11

232  
2



ACME

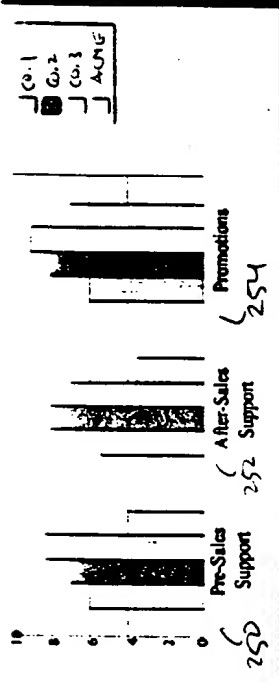
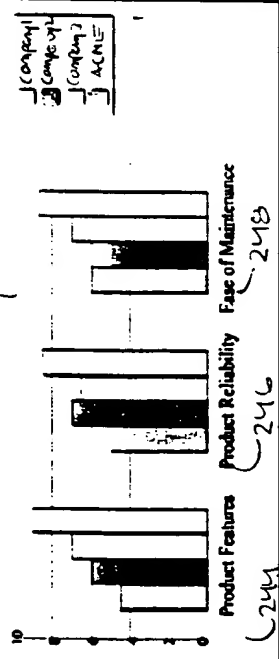
Account Info Customer Support Online Tutorial Help

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# Report Card for ACME widget Period: 9/1/00 - 10/1/00

Over Performance 240

Under Performance 268



## Key Indicator Trends

Sales Promotions	258	9.0	↑	+7%
Product Variety	260	8.7	↑	+4%
Ease of Use	262	6.0	↓	-4%
After-Sales Support	264	3.5	↓	-3%

## Hi's/Low's

Product Quality	266	9.3	-	+0.1%
Product Reliability		8.9	↑	+2%
Value for Money		6.0	-	-4%
Training Programs		3.5	-	-0.2%

FIG. 12

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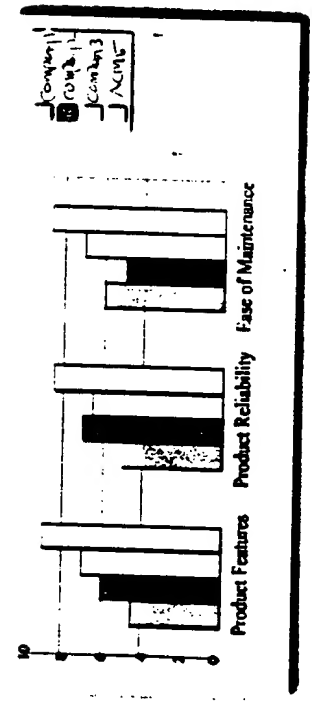
ACME

**Report Card for** ACME Widget  
Period: 9/1/00 - 10/1/00

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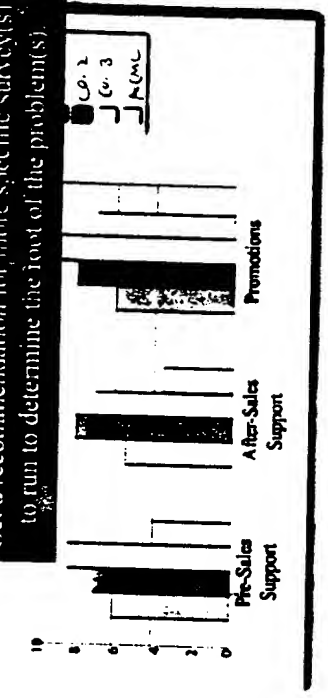
**Over Performance**



**Key Indicator Trends**

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

**Under Performance**



**Hi's/Low's**

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

**FIG. 13**

## General Area Surveys

### Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Hint: The system has indicated which surveys you are likely to find most useful. Verify its choices and select Preview and Deploy Selected Surveys	OK	<input checked="" type="checkbox"/>
Competitive Position	<input checked="" type="checkbox"/> Turn off this hint in the future. <input checked="" type="checkbox"/> Turn off all hints in the future.		<input checked="" type="checkbox"/>
Awareness			<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 14

**General Area Surveys**

**Preview and Deploy Selected Surveys**

282		273		272	
Name	Status	Last Run	Run		
52 Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>		
50 Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>		
	Not Indicated	6/1/00	<input checked="" type="checkbox"/>		
	Not Indicated	Never	<input checked="" type="checkbox"/>		
	Not Indicated	Never	<input checked="" type="checkbox"/>		

**FIG. 15**

ACME

*General Area Surveys*

Preview and Deploy Selected Surveys

272  
284

Name	Status	Last Run	Run
Channel Relationships	(282) Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	User Selected (280)	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

**FIG. 16**



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V

ACME

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# Reseller Satisfaction for ACME widget

Recommend Next Survey

Displays

Performance Ratings ~291

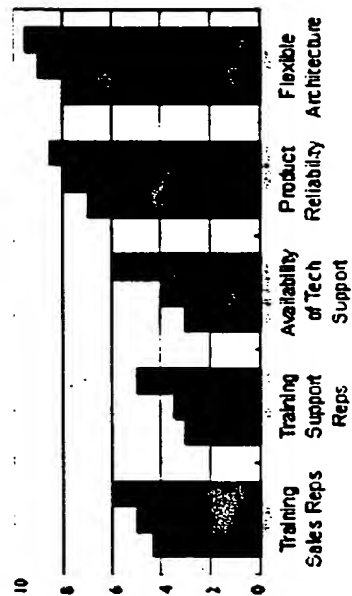
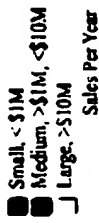
Behavioral Predictors

Demographics

292

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By Reseller



By Competitor ~290

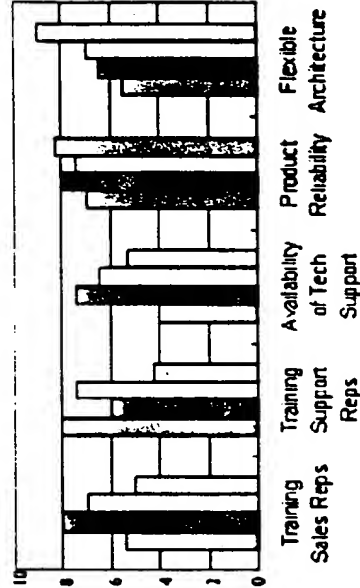


FIG. 17